BBF ACADEMY

Bangladesh BRAND FORUM
Inspiring the Nation

3 DAY VIRTUAL CERTIFICATION COURSE ON

The Essence of Design

BY K.M. MONSURUL AZIZ



Date : 12th, 19th & 26th MARCH, 2021
Time : 10:00 AM – 12:00 PM

Virtual Platform: Zoom

Registration Deadline
11th March , 2021 (Thursday)

Registration Fee
BDT 3,000/-

bKash : 01788-677-566
Nagad : 01788-677-566
*Merchant Account

Contact Info:
+880 1732 040 379
training@bangladeshbrandforum.com

Why Design Thinking?

Design thinking is a creative approach to problem solving. It's a process that starts with the people you're designing for and ends with new solutions that are tailor-made to suit their needs. Design thinking is all about building a deep empathy with the people you're designing for; generating tons of ideas; building a bunch of prototypes; sharing what you've made with the people you're designing for; and eventually putting your innovative new solution out in the world. The process is equally important if you building new ideas or rebuilding the existing one.

Training Comprises

- Workshops
- Group discussions
- Design Research
- Activities: Empathy exercise, ideation, and prototyping etc. Discussions with Industry experts

The Day Will Focus on the Core Skills of the Design Thinker's Mindset

- Phase 1
  - Introduction to Design Thinking
- Phase 2
  - Inspiration and Ideation
- Phase 3
  - Prototyping & Way Forward

Phase 1: Introduction to Design Thinking

- Introduction and the Beginners mind
- Comprehending Human-Centered Design
- Design empathy for innovation
- Learn how to define a challenge and ideate possibilities.
- Home assignment – Mini Design Challenge to Design a solution that can fix one important aspect of the society !

Phase 2: Inspiration and Ideation

- Learn how to filter key insights
- Refine ideas
- Share stories and learnings from User research
- Cluster insights into themes and create 'How might we' questions.

Phase 3: Prototyping & Way Forward

- Brainstorm and select your best ideas
- Create a storyboard and learn how to be iterative and incorporate feedback
- Learn about building partnerships and collaborating to take ideas from prototype to pilot to scale
- Learn from an industry expert about the journey of successful solutions. Reflection of the workshop

About The Facilitator



MONSURUL AZIZ

HEAD OF CORPORATE COMMUNICATIONS
NAGAD

His professional experience spans 13 years of exposure to multiple disciplines in branding, strategy, research, marketing, event management, publication and PR in engaging key stakeholders across sectors. As an innovator and entrepreneur, he uses Design Thinking processes to help create solutions and strategies.

